LEO BURNETT U.S.A.
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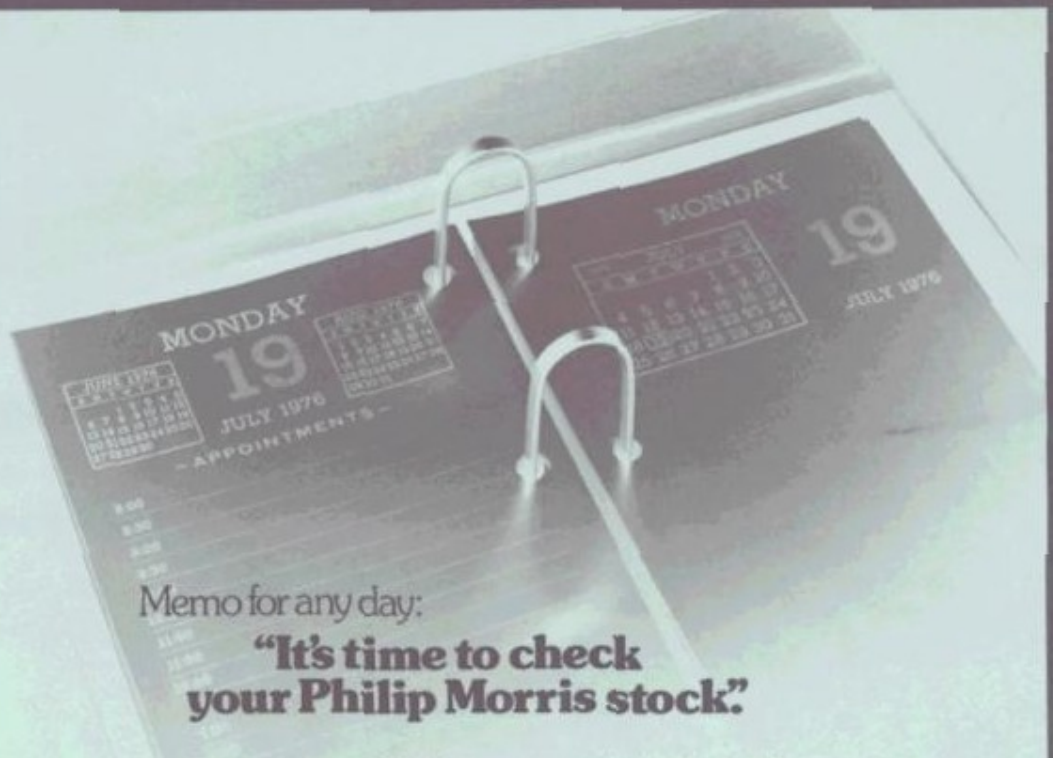

Memo for any day:

"It's time to check your Philip Morris stock."

In the first 6 months of this year, Philip Morris unit sales grew by 6 billion cigarettes . . . more than the rest of the industry combined.

And only Philip Morris has posted increases in both unit sales and market share for every year since 1970. Proof that Philip Morris is keeping old friends and making new ones faster than anyone else in the tobacco industry.

So, if those loyal smokers don't see Philip Morris brands in your store, you'll be disappointing them.

Check your Philip Morris order regularly. Be sure it keeps pace with America's fastest-growing family of brands.

Source: [illegible]

The Profit Makers come from Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/pygn0003
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